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(71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(71) Applicant (for AE only): **U.S. PHILIPS CORPORATION** [US/US]; 1251 Avenue of the Americas, New York, NY 10510-8001 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **KELLY, Declan, P.**

[NL/NL]; P.O. Box 220, NL-5600 AE Eindhoven (NL).
NEWTON, Phillip, S. [NL/NL]; P.O. Box 220, NL-5600 AE Eindhoven (NL).

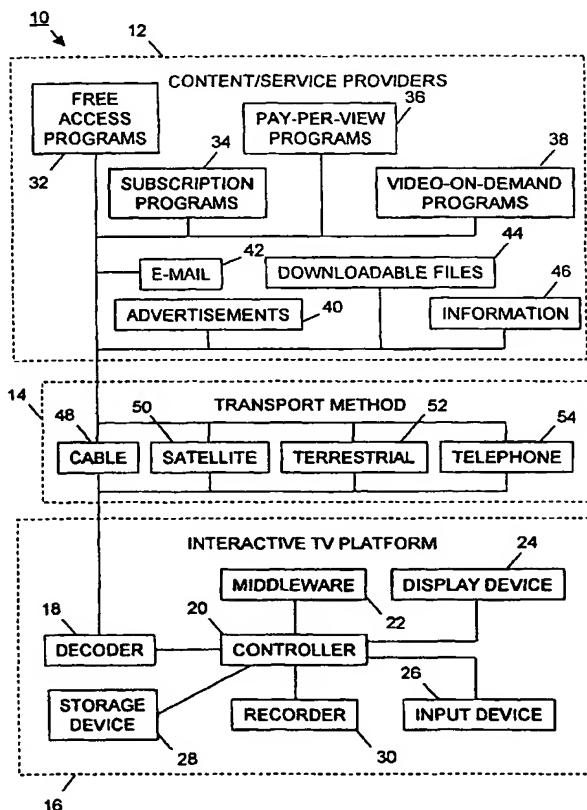
(74) Common Representative: **KONINKLIJKE PHILIPS ELECTRONICS N.V.**; c/o LUNDIN, Thomas, M., 595 Miner Road, Cleveland, OH 44143 (US).

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(54) Title: METHOD FOR CONCURRENTLY PRESENTING MULTIPLE CONTENT TYPES IN A TV PLATFORM



(57) Abstract: A first content is received and presented to a user on a television (TV) platform (16). A second content is also received and presented concurrently to the user. In an interactive TV platform (16), a user selects the second content. In one aspect, the first content is advertising content (40) and the second content is information content (46), electronic mail content (42), downloadable file content (44), or program content (32, 34, 36, 38). In another aspect, the first content is program content (32, 34, 36, 38) and the second content is one of information content (46), electronic mail content (42), advertising content (40), and downloadable file content (44).

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